



Bluefin Technology Partners, LLC

Community Marketplace Solutions for Publishers

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MacDonald Advertising Services to Provide Online Display Ad Building to Bluefin Technology Partners Community Marketplace Platform.

NEXPO Orlando, Florida, April 20, 2007 – Bluefin Technology Partners, LLC a leading provider of community marketplace platform solutions to the newspaper publishing industry, announced that it has entered into a strategic technology partnership with MacDonald Advertising Services of Lafayette, Indiana.

Under the agreement, MacDonald will supply key components of its premier online display ad building applications "Visuals Plus Express" (VPE2) and PM2 to be incorporated into Bluefin's PlaceAd module included in their industry-leading offering BluefinCMP™ (Community Marketplace Platform). Now using BluefinCMP, advertisers will have the option of building both display ads and classified liner ads for both print and online publications all in the same user experience.

MacDonald has also agreed to become a value added reseller of BluefinCMP within the United States and Canada. MacDonald currently has over 120 newspapers using the Visuals Plus Express and PM2 applications as part of their internal ad production workflow, and over 800 newspapers subscribers of their industry-leading publication, "Inside Classified".

"Self-service advertising is where all publishers need to be to grow their business", said Patrick MacDonald, President and Publisher of MacDonald Advertising Services. "By combining our solutions, we can give advertisers the ability to book ads and create them with high quality templates giving them full control of the creative process. This kind of user-friendly experience is what drives more revenue to local publishers and increases brand loyalty. Bluefin has delivered the right platform for advertising self service, and we are very excited to add our online ad building technology to enhance the total offering."

"For three generations, MacDonald Advertising Services has been a consistent leader in helping newspapers enhance and grow their advertising business", said Rich Grover, founder and General Partner for Technology at Bluefin. "MacDonald's VPE2 and PM2 have helped newspapers substantially reduce ad production times and increase overall operational efficiencies. With BluefinCMP we will extend these application tools directly to the advertiser for a complete advertiser self service experience, further lowering costs and increasing revenue for each publication."

(More)



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MacDonald Provides Bluefin Technology with Display Ad Building Solution for Community Marketplace Platform (Page 2).

About MacDonald Advertising Services:

MacDonald Advertising Services was founded in 1926 offering Classified promotional ideas for increasing newspaper revenue. Today, MacDonald Advertising Services publishes Inside Classified for newspaper advertising executives from 11 different countries. Our new web based publishing tools, VPE2 and PM2, assist newspapers in the automation of Display, Real Estate and Automotive advertising by allowing the customer to create, build and place their Display ad. Customers include The Asbury Park Press, Newspaper Agency Corporation in Salt Lake City, Amarillo Globe News, Liberty Group Publishing, and the Florida Times Union.

About Bluefin Technology Partners, LLC.

Bluefin was founded in January of 2005 as an innovative solutions provider to the publishing and advertising industry. Their flagship offering, BluefinCMP™ – (*Community Marketplace Platform*), incorporates all the powerful features in a single platform for creating the best eCommerce portal available for local sellers and buyers. Foundation customer, Black Press New Media of Vancouver, British Columbia, uses BluefinCMP™ for self service classified ad placement in over 70 print publications, as well as powering the regions leading marketplace portal *BCClassified.com*. Other consulting clients include San Diego Union Tribune, The Chicago Tribune, and Tribune Interactive

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